

# Building Support for Smart Growth Initiatives: Hunsley Hills Case Study

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Essex County Forum

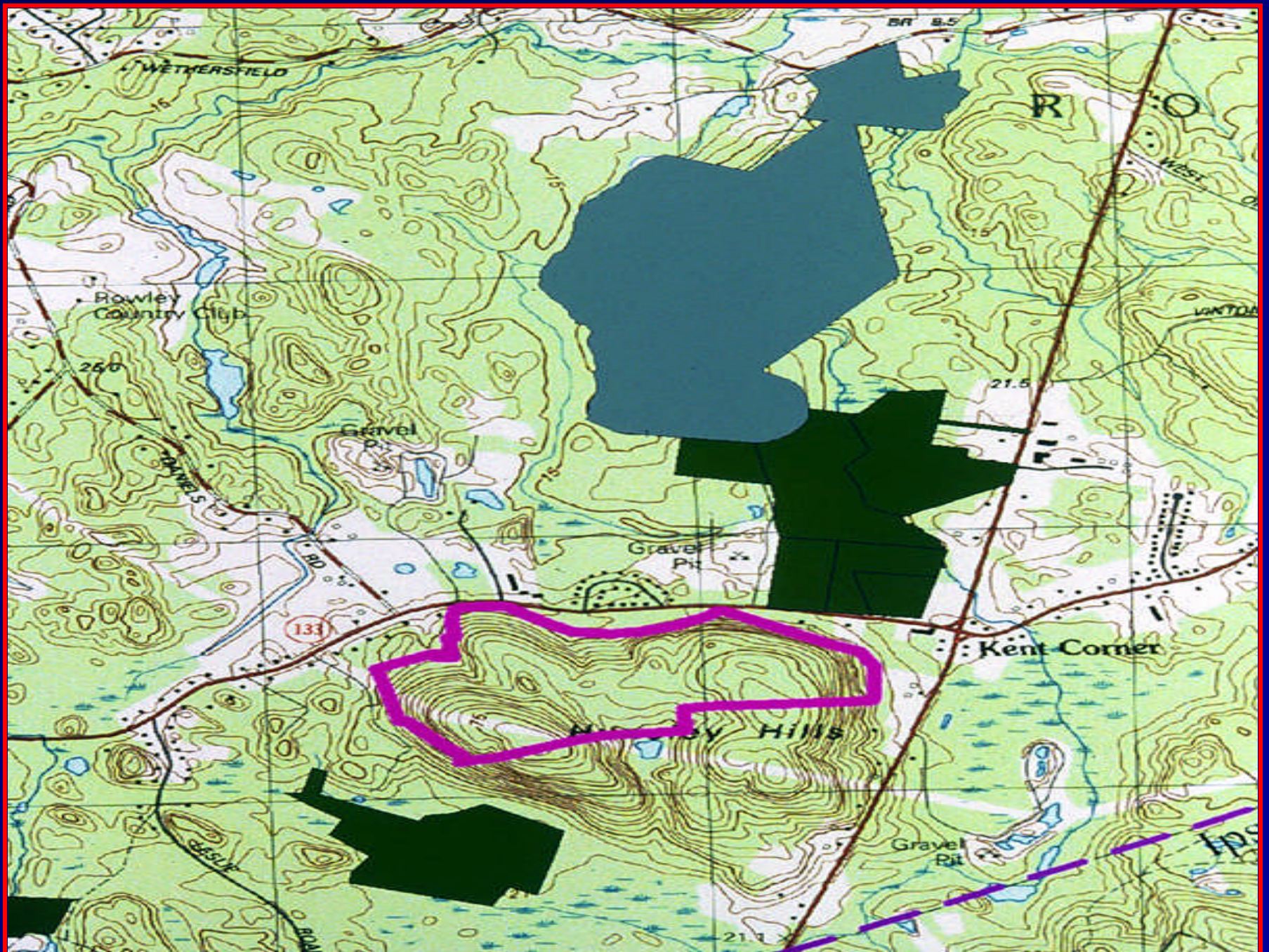
# Key Elements for Getting to Yes

- Identify group leader
- Identify and engage key supporters and detractors
- Know pros and cons
- Self and public education
- Create value
- Engage respected citizens
- Broad outreach

# Hunsley Hills Case Study









# The Process

- Town approached land owner
- Engaged Trust for Public Land
- ROSC developed campaign strategy
  - Build support from Town officials
  - Engage neighborhood group
  - Use the expertise of outside resources
  - Outline steps and delegate responsibilities

# The Coalition

- One or two people must take the lead
- Reach out to everyone - perceived friends and opposition
- No assistance is too little
- Spread the word



# Self-Education

- History/characteristics of the property
- Cost of project to residents
- Potential cost if not preserved
- Cite outside sources
- Learn how others have succeeded
- Arguments of the opposition
- Identify alternative funding sources

# Public Education

- Meetings with key boards/commissions
- Prepared press releases
- Mailings
- Public meetings
- Lawn signs
- Flyers/posters
- Story boards
- Site visits
- Phone trees
- Town Meeting slide show







# Gaining Support from Key Players

- **Early discussions to make them feel they are “in the know”**
- **Ongoing updates**
- **Emphasize issues that will resonate with each individual audience**
- **Keep an open mind and be flexible**









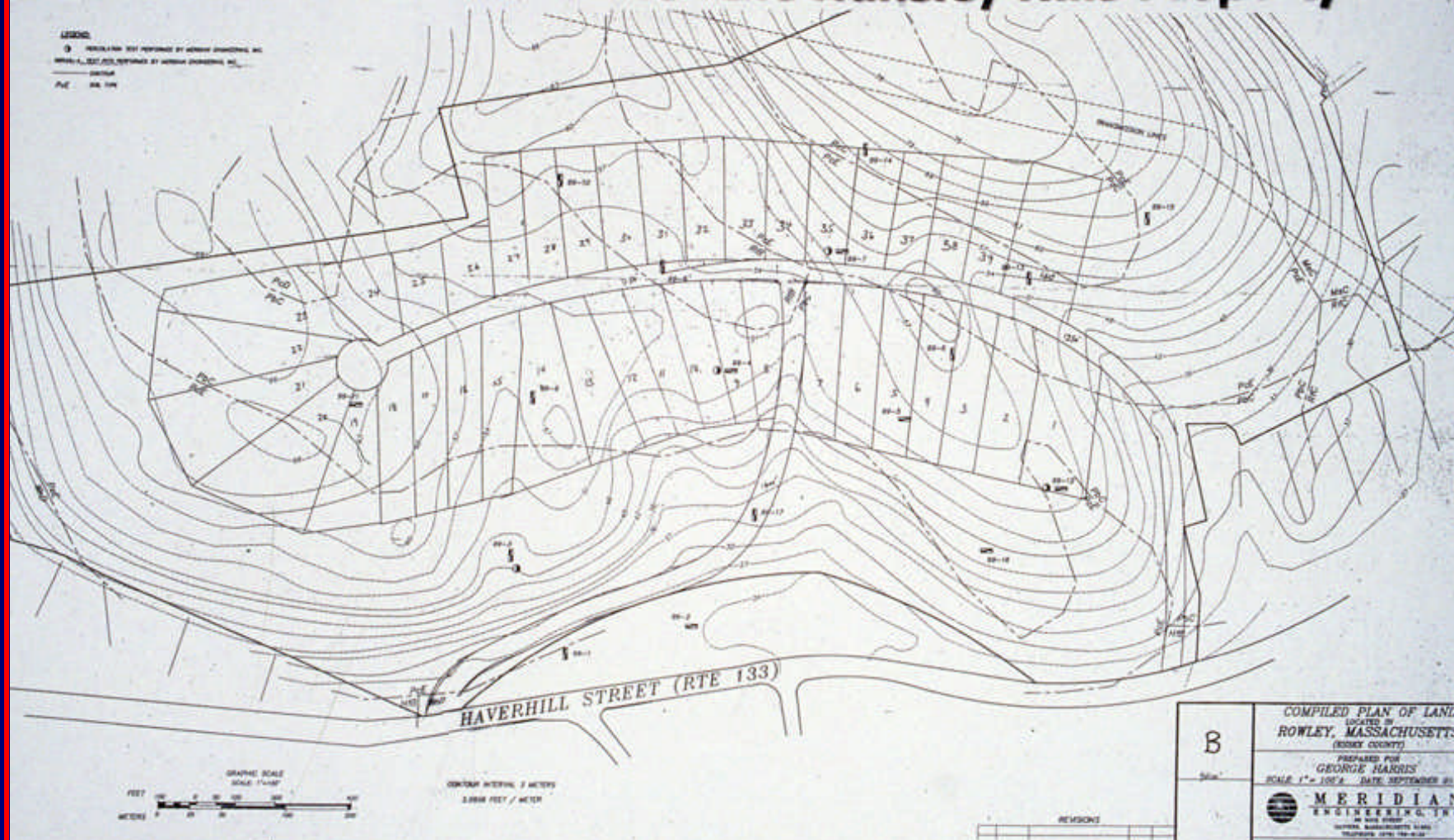


# Psych 101 – It's all about money

- **Tricks for making \$1.25 million look like peanuts**
  - Cost per average property owner
  - Leverage with outside sources/partners
- **Illustrate costs of no action**

8. THE CONTRACTOR SHALL MAINTAIN ADEQUATE RECORDS AND APPROPRIATELY FILE AND INDEX SAME UPON A PERMANENT, LEGAL-SIZE, AND COMPLETION OF PLANS OF RECORD, WITHOUT CONSIDERATION, AND SHALL NOT NECESSARILY HAVE REPRODUCED THE LOCATION OF ALL UTILITIES SHOWN ON ANY RECORDS. THE CONTRACTOR, PRIOR TO COMMENCEMENT OF CONSTRUCTION, SHALL NOTIFY THE LOCATION OF ALL UTILITIES AND CONTACT THE DATE AT 1-800-368-7333.

9. PERCENTAGE NOT PERFORMED BY AIRCRAFT ENGINEERING, INC.  
 10. PERCENTAGE NOT PERFORMED BY AIRCRAFT ENGINEERING, INC.  
 11. DATE  
 12. BY







# What is the Town being asked to pay?

<b>Cost of Land</b>	<b>\$1,250,000</b>
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Less Fields Pond Foundation Grant	<u>(5,000)</u>
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<b>Cost to Town</b>	<b>\$1,245,000</b>
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Less Potential State Self-Help Grant	<u>(250,000)</u>
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<b>Lowest Possible Cost to Town</b>	
<b>\$995,000</b>	

\*If voters approve the purchase, the value of the land will be confirmed by two independent appraisers. The Town will not pay more than appraised fair market value.



# Cost over 20-year life of bond

(as provided by Town Accountant)

<b>Assessed Value of Home</b>	<b>Tax Effect in Year 1</b>	<b>Tax Effect in Year 10</b>	<b>Tax Effect in Year 20</b>
<b>Assessment per 1,000 of home value</b>	<b>\$0.3239</b>	<b>\$0.2444</b>	<b>\$0.1561</b>
<b>\$150,000</b>	<b>\$49</b>	<b>\$37</b>	<b>\$23</b>
<b>\$206,000 (avg. home value)</b>	<b>\$67</b>	<b>\$50</b>	<b>\$32</b>
<b>\$350,000</b>	<b>\$113</b>	<b>\$86</b>	<b>\$55</b>



# Hunsley Hills Supporters

- Board of Selectmen
- Finance Committee
- Planning Board
- Conservation Commission
- Open Space Committee
- Historical Commission
- Bay Circuit Committee
- Water Board
- Eight Towns and Bay
- Essex County Greenbelt
- Mass. Audubon
- MA Coastal Zone Management
- Merrimack Valley Planning Commission
- Parker River Clean Water Association
- The Trust for Public Land